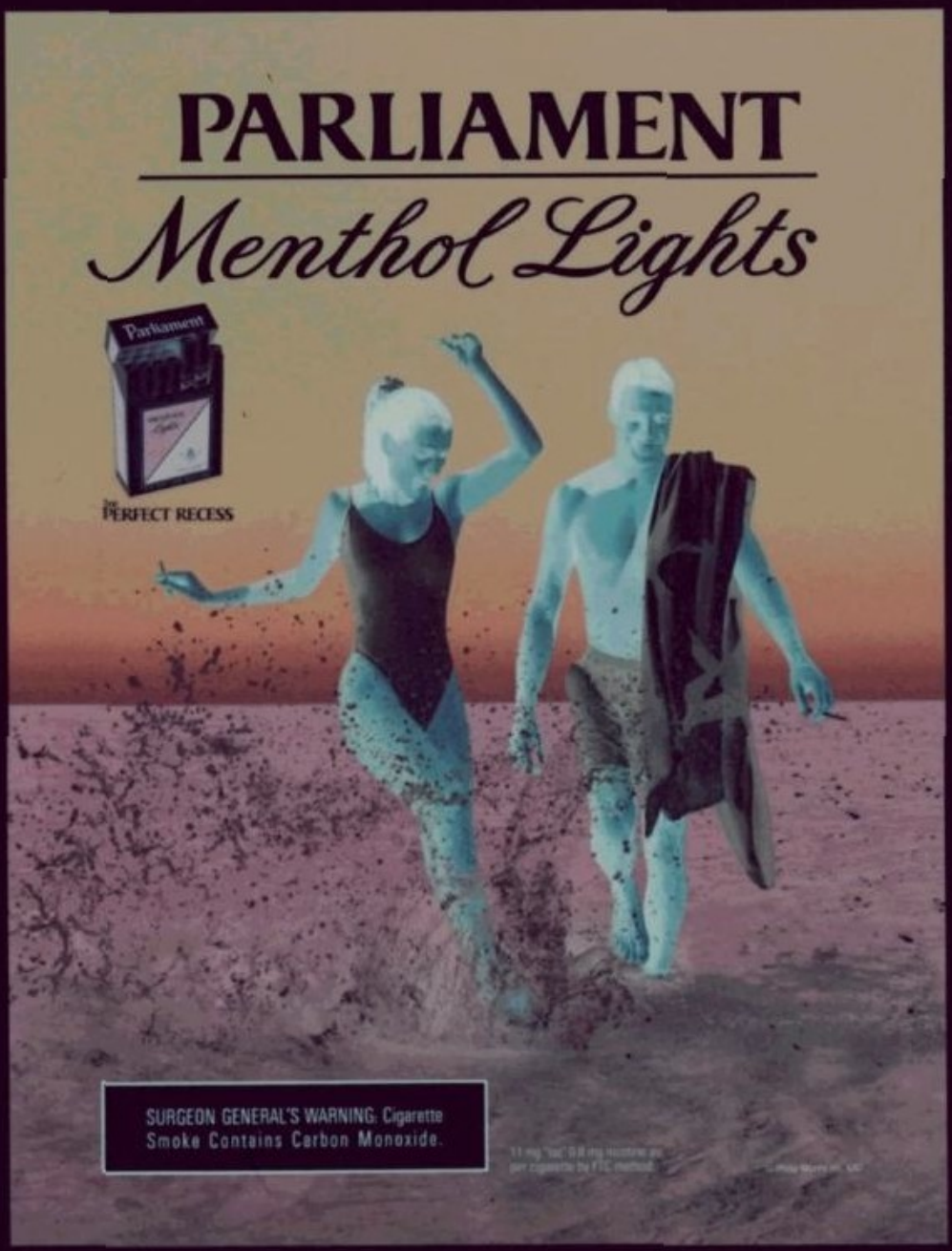

PHILIP MORRIS INC.
THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number:	M7605	Warning Statement:	D
Ad Number:	PAR 1276 D1	Warning Exhibit:	2
Title:	Splash - Consumer Size	Qtr. of Cover Date:	1
Ad Size:	Consumer Magazines Size	Cover Date:	March 1997
	Bleed: 8 1/2" x 11 1/8" Live: 7" x 10"	T&N:	10 pt
Publications:	Consumer Publications	Year:	© 1997

Codes: PMU-PAR (15-1-12) SH 0297 Art—R. McDuffey/ F.Corbo Acct Mgt—C. Wilson

1st QUARTER

IMPORTANT NOTICE FOR MATERIALS COVERED BY INSERTION ORDERS FOR PUBLICATIONS HAVING A COVER DATE ENCOMPASSING ONE MONTH OR LESS

IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. Check proofs and repro materials you receive to be certain they match each other. UNDER NO CIRCUMSTANCES ARE YOU TO RUN, SUBSTITUTE MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN ON THE INSERTION ORDER UNLESS YOU RECEIVE A SUBSEQUENT INSERTION ORDER AUTHORIZING A REPEAT. These materials may appear only in publications with a cover date between the period January 1 through March 31. You must destroy these materials to avoid their improper use after this period.

2061037150

Source: https://www.industrydocuments.ucsf.edu/docs/nghp0003